

AI Content Marketing System

Build a Content Engine Powered by AI

By Justin P. Barrett | justinbarrett.com | Alive LLC

The System

This blueprint helps you build a repeatable content system that produces blog posts, social media, newsletters, and video scripts using AI — without sacrificing quality or authenticity.

Step 1: Define Your Content Pillars

Choose 3-5 core topics your brand will consistently create content about. These should sit at the intersection of:

- What you know deeply (expertise)
- What your audience cares about (demand)
- What differentiates you from competitors (uniqueness)

Step 2: Build Your Brand Voice Prompt

Create a master prompt that ensures all AI-generated content sounds like you:

"You are a content writer for [company]. Our brand voice is [describe: authoritative but approachable, data-driven but human, etc.]. We write for [audience]. We never [list don'ts]. We always [list dos]. Our tone is [X] on LinkedIn, [Y] on Twitter, [Z] in newsletters. Here are 3 examples of content we love: [paste examples]."

Step 3: Weekly Content Workflow

1. Monday: Ideation (30 min)

Prompt: 'Give me 10 content ideas about [pillar] that would interest [audience]. Mix: 3 educational, 3 opinion/hot-take, 2 case study, 2 tactical how-to.' Pick 5 to produce this week.

2. Tuesday: Long-Form Draft (1 hr)

Use AI to draft one blog post or newsletter. Provide: topic, key points, target keyword, desired length, CTA. Edit for voice and accuracy.

3. Wednesday: Social Content (30 min)

Repurpose the long-form piece into: 3 LinkedIn posts, 5 tweets, 1 carousel concept. Use AI to adapt the core ideas to each format.

4. Thursday: Visual & Video (30 min)

Generate image concepts with AI, create short video scripts, design carousel slides. Tools: Canva AI, Descript.

5. Friday: Schedule & Analyze (30 min)

Schedule everything in Buffer/Hootsuite. Review last week's analytics. Double down on what performed.

Content Calendar Template

Week of: _____

Monday: LinkedIn post (educational)

Tuesday: Blog post published + Twitter thread

Wednesday: LinkedIn post (opinion/hot-take)

Thursday: Short video or carousel

Friday: Newsletter sent + Twitter engagement

Weekend: Auto-scheduled evergreen content

Metrics That Matter

- Email subscribers growth rate (target: 5-10% monthly)
- LinkedIn engagement rate (target: 3-5%)
- Blog traffic from organic search (track monthly trend)
- Content !' lead conversion rate
- Time to produce one piece of content (track efficiency gains)

About the Author

Justin P. Barrett is an entrepreneur, artist, and author. As CEO of Eyesafe, he built the global standard for display health technology. As founder of Alive LLC, he helps lean teams implement AI systems that actually work — agent architectures, knowledge bases, and automation workflows.

justinbarrett.com | justin@justinbarrett.com